

Analysis of Attitude, Subjective Norm and Perceived Behavioral Control on The Consumer's Purchasing Behavior Toward Halal Skincare Product in Indonesian Women

Wahyu Retno Dumillah

Faculty of Creative Design and Digital Business, Institut Teknologi Sepuluh Nopember, Surabaya, 60111

wahyuretnodumillah@gmail.com

ABSTRACT

Purpose: This study discusses about attitude, subjective norm and perceived behavioral control on the consumer's purchasing behavior toward halal skincare product in Indonesian women.

Design/methodology/approach: The data obtained were processed using Structural Equation Modeling (SEM) method with SmartPLS3.

Findings: The results showed that attitude had a positive and significant influence on buying halal skincare products.

Research limitations/implications: Datas were collected through questionnaires that distributed online. The number of respondents who involved were 54 respondents.

Practical implications: This study also shows that intention has a positive and significant influence on purchasing behavior of halal skincare products

Originality/value: This study calculates and finds the truth about attitudes, subjective norms and perceived behavioral control on consumer buying behavior towards halal skin care products in Indonesian women using a questionnaire.

Paper type: Research Paper

Keywords: Attitudes, Halal Skincare, Perceived Behavioral Control, Structural Equation Modeling, Subjective Norms

Received : September 1th 2021

Revised : September 14th 2021

Published : September 30th 2021

I. INTRODUCTION

Beautiful and attractive is everyone's dream, young and adult, without exception. Understandably, over time it has become easier to find different types of cosmetic products to provide someone's appearance in the market. June 2019, recorded that cosmetic products are the product with the largest ratio in product registrations in Indonesia, which is 56.24% (*Sistem Registrasi Produk dan Regulasi Produk di Indonesia*, 2019). It is not surprising when the Ministry of Industry said that in 2019 there are 797 cosmetic industries in Indonesia, where the previous year there were only 760 cosmetic industries (Tempo, 2020). There are three things that encouragement of the growth of the cosmetic industry in Indonesia, the large population of young people in Indonesia, quite good economic growth and the increasing number of e-commerce which facilitates the buying and selling process (Tempo, 2020).

Skincare products are one of the cosmetic product that show positive growth in Indonesia beauty industry. Referring to Nielsen data processing which taken from Kontan Industry website page, the skincare product is

one of categories that shows rapid development (Kontan, 2019). Irina Barbelova, Global Head of Beauty and Personal Care Research Euromonitor International, in addition to the market for skincare in Turkey, India and Arab Saudi, the skincare market in Indonesia will be in high demand (Marketeers, 2016). In 2019, Indonesian skincare market will be worth \$9,758 million and it is expected to grow to \$14,716 in 2017. That increased value is supported by Indonesian people, especially the millennial generation that spends most of their income on 4S, skin, sugar, sun and screen.

The market for Indonesia's skincare shows that it has not been fully utilized. In 2020, the growth rate of the beauty and skincare industry in Indonesia is expected to drop. However, in 2021 it is predicted to rise again. In addition, the total expenditure of the Indonesian people for beauty, including skincare, is still relatively low and should still be increased. Therefore, these opportunities should be put to good use by industrial players. There are three important keys to be noted by beauty industries, especially those in the skincare industry, regarding the market conditions in Indonesia. First, Indonesian people, especially women, consider beauty as an investment. Second, Indonesian women believe natural beauty will come from natural-based product. Third, the halal label has now been regarded as a need (Wibowo, 2020).

Halal label is one of the factors that an individual gives into consideration in buying and using a product, including skincare products. On October 17, 2019, the law on halal label products is officially enforced with a seven-year period so in the span of seven years, it is expected that all products in Indonesia already have halal label, including skincare products. The implementation of such law is like giving Indonesian people a fresh wind, where most Indonesian are muslims who when choosing and buying life's necessities will check whether the product already has an label halal or not yet. Halal label on products are like security guarantees. The potential of Indonesian Muslim market is also indirectly responsible for the increasing need for halal label on products. In 2018-2019, according to data on the global indicator of the Islamic economy, Indonesia ranks 10th (Wijaya, 2019). The huge potential of the Muslim market that owned by Indonesia, has an influence on industry players who decide to use halal positioning strategy for introducing and marketing their products. As was done by Martha Tilaar who claimed that their product was increased after their product was declared as halal products.

The increased attention and the need for halal labels on the product implies the influence of religion in decision making (Larasati et al., 2018). Religion has significant influence on the attitude, value and behavior of an individual as well as of some individuals (Farrag & Hassan, 2015). This is why religion has an important influence to study in order to understand how consumer behavior is affecting a product. In some studies, the influence of religion has been noted as a religious level or religiosity. Religiosity is defined as the extent of an individual's religious commitment reflected in that individual's attitudes and behavior (Johnson et al., 2011). Religiosity also has an influence on the individual's beliefs, the knowledge, the attitudes, likes and dislikes and the feelings of an individual on consuming a product (Farrag & Hassan, 2015). As is known, a Muslim is obliged to use or consume halal products. Therefore, the more a Muslim individual engages religion in his behavior, the more positive and individual should be toward the interest and purchase of halal product. In addition to religiosity, knowledge has a role to play in influencing the attitudes and behavior of an individual's purchase. Knowledge refers to expertise and skills possessed by one or several individuals through theoretical and practical understanding and knowledge is also known to have an influence on attitudes through intentions (Rahman et al., 2015).

A Theory of Planned behavior (TPB) is a theory that researchers often use in identifying how behavior can be formed. TPB believes there are three factors that influence an individual's behavior through intention. These are attitudes, subjective norms and perceived behavioral controls. As discussed earlier, the opportunities offered by the beauty market, especially skincare, are increasing, with more and more of the skincare products offered, especially halal skincare, given Indonesia's great Muslim market potential. This condition, of course, has generated competitive nature for producers. This makes it important to study how the behavior of an individual's product purchase might be formed. Where an individual's identification of product starts from evaluation process until an interest in buying is finally established, but this process does not apply to the impulsive buyers.

Although according to a Theory of Planned Behavior (TPB), there are three factors that influence behavior through intention, some studies that have been done reveal not all influenced. As Bonne found in his studies, subjective norms had no influence on individual's intention in consuming halal meats (Bonne et al., 2007). Similarly, Omar also found subjective norms had no influence on intention of buying and consuming halal products (Omar, 2012). Meanwhile, Suparno found that perceived behavioral control had no influence on the intention to choose halal beauty center services (Suparno, 2014). But different results were found by several other studies. Alam and Sayuti, Endah, and Rohmatun with Dewi found that three TPB factors have an influence

on behavior through intency, in this case it is consumption behavior of consuming halal products (Alam & Sayuti, 2011), (Endah, 2014), (Rohmatun & Dewi, 2017).

This study is conducted to analyze whether the three factors in a Theory of Planned Behavior (TPB) – attitudes, subjective norms and perceived behavioral control- have influence on individual's intention in buying halal skincare products. Additionally, the study also sees if an individual's intention in buying halal skincare products can have a positive influence on buying behavior.

II. LITERATURE REVIEW

A. Theory of Planned Behavior (TPB)

Skinner suggests that behavior is an individual's response or reaction to external stimulus (Mahyarni, 2013). However, not always the stimulus given will be reciprocated, there is another factor that drives, one of which is intention. Fishbeil and Ajzen assumed that an individual would be rational in considering the impact received with information had before deciding to commit any behavior. Based on these assumptions, they introduce Theory Reasoned Action (TRA) as a theory that predicts and understands the behavior of an individual (Mahyarni, 2013).

Theory Reasones Action (TRA) is the beginning of a Theory of Planned Behavior (TPB), where TPB is the development of TRA. Basically, both TRA and TPB use the same assumption, one that assesses the behavior of an individual based on rationality and decisions taken under uncertainty. This implies that an individual has understood and is aware of all the effects that will be received if he does or does not engage in such considerate behavior (Ramdhani, 2016). The difference between the two lies in the number of factors that affect the intention. Where, TRA declassifies only two factors that affect the intention, while TPB have three factors.

B. Attitude towards Intention

An attitude toward an object can affect in three ways, the processing of information related to the object itself, the judgment and behavior the result from information and assessment. Behavior towards the intention and the purchase of an object or product has a fairly distinct correlation (Lange et al., 2011). Thus, consumers with an attitude and pay attention to good purchase more likely to receive, buy and consume an object or product in person. Based on research done by Ajeng Larasati and research done by Karina Indah Rohmatun, it have been found that knowledge and religiousness have had an effect on intention through attitudes (Larasati et al., 2018)(Rohmatun & Dewi, 2017).

C. Subjective Norm towards Intention

Taking or making decisions is not a strange thing to do in everyday life. Decisions made by an individual are not usually inseparable from the consideration between their own judgment and those around them. Subjective norms are normative beliefs that are associated with expectations that come from those around who are capable of influencing actions and decisions to be take by an individual (Mukhtar & Butt, 2012).

D. Perceived Control Behavior towards Intention

Fahma suggests that if perceived control behavior can also be defined as behavioral control that facilitates, whether to support or hamper, to conduct of a behavior, it can also be identified by the individual's ability to control behavior (Fahma, 2014). Furthermore, perceived control behavior may also be defined as confidence of an individual in the availability of supportive resources for such behavior to be made, they could be tools, abilities, competence and opportunity.

E. Intention toward Purchasing Behavior

Hanzaee and Ramezani express a person's tendency to take action to buy a product may defined as the intention of buying (Hanzaee & Ramezani, 2011). Intention is antecedent of behavior visible in the future (Borzooei & Asgari, 2013). Intention of buying is tendency of consumer or individual to purchase or take action associated with the purchase something, according to Assae in (Wahyuningsih, 2018). When a person has positive intention, it become increasingly likely that such purchasing behavior occurs and vice versa.

III. METHODOLOGY

This study begins with identifying the objects and subjects that will be studied. Once acquired a suitable object and subject, research will continue by determining the models and hypotheses to be used and tested. A questionnaire's design is the next step to be taken. In the end, the questionnaires or surveys that have been devised are propagated, the method of dissemination of questionnaires in this study is online. Then a data analysis was performed by testing the hypothesis using the Structural Equatin Model (SEM). Descriptive analysis is also used to describe the data and after that is drawing conclusions based on the previous SEM method.

The object of this research is skincare product that already has halal label. Selected research subjects are women from the age 22 to 56 and the various muslims in Indonesia. Meanwhile, for the framework of research used in this study was adopted by Endah, (2014), Wahyuningsih, (2018) dan Huda et al., (2018). The study has three independent variables and two dependents variables. Figure 1 indicating the framework of the study used.

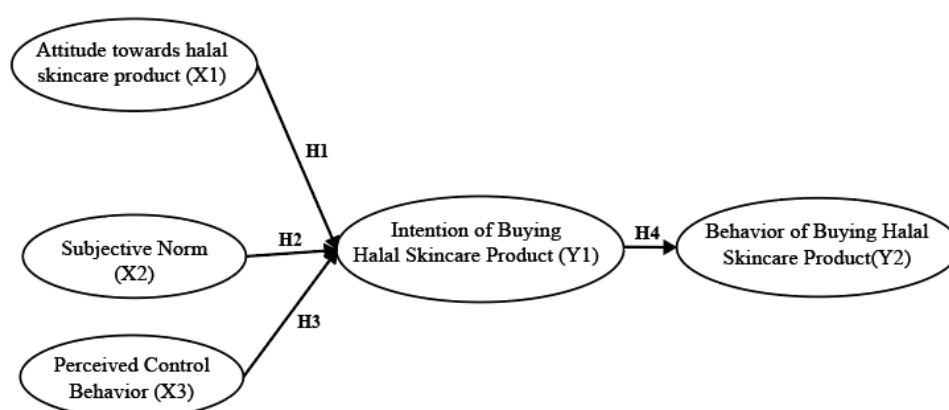


Figure 1. Research Framework

(Adopted by (Endah, 2014), (Wahyuningsih, 2018) dan (Huda et al., 2018))

There are four hypotheses raised in this study, namely:

- H1. Attitude towards halal skincare has a positive and significant influence on intention for buying halal skincare product.
- H2. Subjective norm has a positive and significant influence on intention for buying halal skincare product.
- H3. Perceived control behavior has a positive and significant influence on intention for buying halal skincare product
- H4. Intention for buying halal skincare product has a positive and significant influence on behavior for buying halal skincare product.

A questionnaire contains 25 statements that describe the relationship between research variables. The assessments of the statements given by the respondents is divided into five options: strongly disagree, disagree, simply agree, agree and strongly agree. The distribution of questionnaires is done online because they are perceived to be easier, faster and can cover a wide range of locations. Once the data is collected, it's analyzed using SEM with help of SmartPLS.

IV. RESULT AND DISCUSSION

The number of respondents involved in this study amounted to 54 respondents who have an age ranges from 22 years to 44 years. The respondents came from several areas with the largest number from Sidoarjo and Surabaya. Mosts of the respondents work as private employees with the highest average income below Rp3.200.000,- and the highest average expenditure for purchasing skincare products is in the ranges of

Rp160.000,- to Rp300.000,-. Facial wash, moisturizer and sunscreen are the most widely used by 54 respondents. Wardah and Granier are the two most halal skincare products used by the respondents.

A. Evaluation of The Measurement Model

Evaluation of the measurement model was done to see if the research model used in the study could answer the hypothesis of the study. There are two types of testing done in this evaluation, validity and reliability testing.

First, the validity test of research model. At this testing done by testing the convergent validity and discriminant validity. Convergen validity testing is done by seeing the value of loading factors and Average Variace Extracted (AVE). On loading factor, the value produced by each indicator is said to be good or has a good validity if it exceeds 0.7 (Rinda Noviyanti & Nuhasanah, 2019). Meanwhile, for AVE, acceptable or used value standards of AVE is 0.5 (Sarwono, 2016).

The value of loading factor is the value generated by every indicator used to measure variable. Calculations reveales that three values were below or less the designates standard limit, which is 0.7. Therefore, a removal of three indicators of tless than 0.7 would have to be taken. After elimination, the values loading factor is recalculated and gained all the value of loading factor from every indivator has been over or above 0.7.

After the all values of loading factor every indicator is above 0.7, further testing of Average Variance Extraced (AVE). If the value of loading factor is the values that every indicator has, then the values of the AVE is the value that every variable has. Table 1 contains the value of an AVE from each variable and can be seen if all of AVE's value are above or exceed the default value, 0.5.

Table 1. AVE Value of Each Variable

Variable	Ave
<i>Buying Intention (Y1)</i>	0.856
<i>Subjective Norms (X2)</i>	0.805
<i>Buying Behavior (Y2)</i>	0.876
<i>Perceived Control Behavior (X3)</i>	0.762
<i>Attitude (X1)</i>	0.791

Source: Primary data processed with SmartPLS

Testing for fornell larket criterion was done by looking at the value of correlation between variables with variable themselves and those with other variables. In which a model measurement is said to be valid when variable correlation with variable itself is greater than variable correlation with other variables (Sarwono, 2016). Based on the table 2, it can be seen if the correlation value between variables with variables themselves is greater than variable correlation value with other variables.

Table 2. Variable Correlation Value

<i>Buying Intention (Y1)</i>	<i>Subjective Norm (X2)</i>	<i>Buying Behavior (Y2)</i>	<i>Perceived Control Behavior (X3)</i>	<i>Attitude (X1)</i>

<i>Buying Intention (Y1)</i>	0.925				
<i>Subjective Norm (X2)</i>	0.782	0.897			
<i>Buying Behavior (Y2)</i>	0.896	0.784	0.936		
<i>Perceived Control Behavior (X3)</i>	0.656	0.606	0.645	0.873	
<i>Attitude (X1)</i>	0.901	0.883	0.888	0.612	0.889

Source: Primary data processed with SmartPLS

Furthermore, the evaluation of the cross loading value is done. In which cross loading represents as a correlation value between variables and indicators. The condition at which cross loading is acceptable if the value of the correlation between variables and indicators themselves is greater than the correlation between variables and other indicators (Sarwono, 2016). Table 3 shows the value of correlation between variables and indicators, can be seen if for all the value correlation between variables and their indicators are greater than correlation between variables and indicators from other variables.

Table 3. Variable Correlation Value with Indicator

	<i>Buying Intention (Y1)</i>	<i>Subjective Norm (X2)</i>	<i>Buying Behavior (Y2)</i>	<i>Perceived Control Behavior (X3)</i>	<i>Attitude (X1)</i>
<i>X1.4</i>	0.783	0.788	0.803	0.469	0.918
<i>X1.5</i>	0.800	0.767	0.819	0.468	0.910
<i>X1.6</i>	0.656	0.721	0.665	0.562	0.765
<i>X1.7</i>	0.889	0.762	0.849	0.541	0.913
<i>X1.8</i>	0.786	0.847	0.761	0.485	0.914
<i>X1.9</i>	0.846	0.869	0.817	0.588	0.944
<i>X1.10</i>	0.823	0.743	0.791	0.690	0.849
<i>X2.1</i>	0.681	0.861	0.688	0.521	0.774
<i>X2.2</i>	0.746	0.910	0.700	0.622	0.825
<i>X2.3</i>	0.609	0.891	0.694	0.473	0.735
<i>X2.4</i>	0.753	0.924	0.731	0.547	0.824

X3.1	0.585	0.512	0.580	0.880	0.539
Y3.2	0.476	0.516	0.465	0.855	0.462
Y3.3	0.647	0.556	0.630	0.905	0.606
Y3.4	0.621	0.568	0.658	0.885	0.566
Y3.5	0.501	0.487	0.440	0.838	0.475
Y1.1	0.871	0.630	0.701	0.526	0.702
Y1.2	0.950	0.759	0.886	0.610	0.876
Y1.3	0.953	0.769	0.882	0.673	0.905
Y2.1	0.877	0.770	0.934	0.618	0.884
Y2.2	0.870	0.766	0.965	0.617	0.857
Y2.3	0.762	0.659	0.908	0.575	0.742

Source: Primary data processed with SmartPLS

Upon completion of the validity test and measurement model has been declared valid, next will be the completion of reliability test. The reliability testing of model measurements is done by looking the scores of composite reliability and cronbach's alpha. A measurement model is said to have good reliability if the value of the composite reliability is greater than 0.7 and so is cronbach's alpha, which is also to be greater than 0.7 (Sarwono, 2016). Based on table 4, it can be seen if both the value of composite reliability and cronbach's alpha are greater than 0.7, so that the model can be said to have good reliability.

Table 4. Variable Reliability Testing Results

Variable	Composite Reliability	Cronbach's Alpha
Buying Intention (Y1)	0.947	0.916
Subjective Norm (X2)	0.943	0.919
Buying Behavior (Y2)	0.955	0.929
Perceived Contro Behavior (X3)	0.941	0.922
Attitude (X1)	0.963	0.955

Source: Primary data processed with SmartPLS

B. Evaluation of The Structural Model

After evaluating the measurement model and being declared valid and reliable so that it can be used to answer the research hypothesis, then followed evaluation of the structural model. Evaluation of the structural model itself sees how they relate between variables, whether they are independent or exogenous variables and dependent or endogenous variables. In this evaluation, it can also see the results of hypothesis test that has been previously formulated. Table 5 shows the results of the evaluation along with hypotheses answered.

Table 5. Hypothesis Answer

Variable	Original Sample (O)	T- Statistics (O/Stdev)	Description	Hypothesis
Buying Intention (Y1) -> Buying Behavior (Y2)	0.896	37.041	Positive Significant	H4 Accepted
Subjective Norm (X2) -> Buying Intention (Y1)	-0.117	0.729	Negative	H2 Rejected
Perceived Control Behavior (X3) -> Buying Intention (Y1)	0.178	1.671	Positive Not Significant	H3 Rejected
Attitude (X1) -> Buying Intention (Y1)	0.895	5.811	Positive Significant	H1 Accepted

Source: Primary data processed with SmartPLS

V. DISCUSSION

This study has four hypotheses to be answered. By previous evaluations or testing, of the four stated hypotheses, only two hypotheses are accepted and the other two are rejected. The accepted hypotheses are hypothesis 1 and hypothesis 4 and the rejected hypotheses are 2 and hypothesis 3.

The hypothesis 1 that expresses attitude toward halal skincare product has had a positive and significant influence on the intention of buying halal skincare product. Analysis shows that the variable has a positive and significant relationship direction, so to speak, hypothesis 1 is accepted. Similar analysis has been also been obtained from previous studies, including research conducted by Endah, (2014), Wahyuningsih, (2018), Rohmatun & Dewi, (2017) and Suparno, (2014), which also reveals a positive influence between attitude on intention of buying. Larasati et al., (2018) and Rohmatun & Dewi, (2017) claim that knowledge and religiosity have an influence on attitudes. However, the study finds only religiosity that has influence on attitude, while knowledge has no influence.

Hypothesis 2 of this study expresses subjective norm has a positive and significant influence on intention of buying halal skincare product. The analysis for the hypothesis is rejected. This is in accordance with the path coefficient value of the subjective norm variable on buying intention which is negative, -0.117, which means that the relationship between these two is negative. So is the value of t-statistic that's worth less than 1.96 (0.729 < 1.96). The result of this finds is different from those obtained by Endah, (2014), Wahyuningsih, (2018) and Suparno, (2014). All three found if subjective norm has a positive and significant on buying intention.

Hypothesis 3 of this study expresses perceived control behavior has positive and significant influence on intention of buying halal skincare product. The analysis of this hypothesis is rejected. Although the value of path coefficient of perceived control behavior on buying intention variable is 0.178, which means positive, but based

on value of t-statistic shows that the influence has no significant. Where the value of t-statistic perceived control behavior on buying intention is 1.671 (<1.96). This analysis differs from what is obtained from research done by Endah, (2014) and Wahyuningsih, (2018), where both of them find positive and significant influence on perceived control behavior at the buying intention. However, Suparno, (2014) has found that perceived control behavior had no influence the intention of an individual.

Hypothesis 4 of this study expresses intention of buying halal skincare product has a positive and significant influence on buying behavior of halal skincare product. The path coefficient value owned by the variable of intention on buying behavior is 0.895. Meaning the direction of relationship the intention for buying halal skincare product on halal skincare product buying behavior is positive. Corresponding with this, the influence of intention on buying behavior is significant with t-statistic value 37.041 (>1.96), and so it can be said hypothesis 4 is accepted. This analysis matches with what is said by Wahyuningsih, (2018) that expresses the intention of buying is directly related to the buying behavior.

The result of the research which is the answer to the hypothesis shows there are differences with the basic of the theory being used. Where, according to the Theory of Planned Behavior (TPB), there are three factors that influence individual's buying intention, but this study has only one positive and significant factor that influence individual's buying intention. There are many reasons for this condition. Lack of number of respondent could be one of the reasons. Respondents, which only 54 people, considered to be unable to represent and understated, especially considering the extent of the region's coverage in this study is Indonesia. In addition to the number of respondents, the domicile areas or the respondents's region also have not spread across Indonesia. It may also lead to answers or hypothetical results without being able to represent and only then represent the group of respondents. Besides, green skincare trends seen since 2020 could be another reason. Many consumers believe that as long as the products used are based on nature, it is guarantees to be halal. This trend indirectly causes halal labels to no longer be the main focus.

VI. CONCLUSION

The study has come to light on the three factors that influence an individual's intention based on the Theory of Planned Behavior (TPB), only one factor has proved to influence intention, attitude. Attitudes found have a positive and significant influence on intention buying halal skincare products. While subjective norm has negative influences and perceived control behavior has a positive but not significant in terms of buying halal skincare products. Intention for buying has a positive and significant influence on halal skincare product purchase behavior. It has also been found that religiosity influence an individual's attitude toward halal skincare products.

The results of this study may give some consideration to further research. First, doing a restudy using the same object, halal skincare product, due to differences in results on theoretical basis and using larger number of respondent with a more even coverage area. Second, with the adding of knowledge and religiosity variables as free variables that bind the attitude variable. Third or final suggestion is to make comparison of respondent on either side of the age group or the coverage area.

REFERENCES

- Alam, S. S., & Sayuti, N. M. (2011). Applying The Theory of Planned Behavior in Halal Food Purchasing. *International Journal of Commerce and Management*, 21(1), 8–20.
- Bonne, K., Irish, V., & Florence, W. V. (2007). Determinants of Halal Meat Consumption in France. *British Food Journal*, 109(5), 367–386.
- Borzooei, M., & Asgari, M. (2013). INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS The Halal brand personality and its effect on purchase intention. *July*, 5(3), 481–491.
- Endah, N. H. (2014). Perilaku Pembelian Kosmetik Berlabel Halal Oleh Konsumen Indonesia Consumers'S Purchasing Behavior Toward Halal Labeled Cosmetics in Indonesia. *Jurnal Ekonomi dan Pembangunan*, 22(1), 11–25.
- Fahma, A. (2014). *Pengaruh Literasi Halal terhadap Actual Purchasing Produk Kosmetika pada Mahasiswa Muslim Fakultas Farmasi Universitas Gadjah Mada berdasarkan Pendekatan Theory of Planned Behaviour*. Universitas Gadjah Mada.
- Farrag, D. A., & Hassan, M. (2015). The Influence of Religiosity on Egyptian Muslim Youth's Attitude Towards Fashion. *Journal of Islamic Marketing*, 6(1), 95–108. <https://doi.org/10.1108/JIMA-04-2014-0030>

- Hanzaee, K. H., & Ramezani, M. R. (2011). Intention to Halal Products In THE World Markets. *Interdisciplinary Journal of Research in Business*, 1(May), 1–7.
- Huda, N., Hulmansyah, H., & Rini, N. (2018). Faktor Yang Mempengaruhi Perilaku Konsumsi Produk Halal Pada Kalangan Mahasiswa Muslim. *EKUITAS (Jurnal Ekonomi dan Keuangan)*, 2(2), 247–270. <https://doi.org/10.24034/j25485024.y2018.v2.i2.3944>
- Johnson, B. R., Jang, S. J., Larson, D. B., & Li, S. De. (2011). Does Adolescent Religious Community Matter? A Reexamination of the Effects of Religiosity of Delinquency. *Journal of Research in Crime and Delinquency*, 38(1), 22–44. <https://doi.org/10.1177/002242780103801002>
- Kontan, I. (2019). *Pasar Produk Perawatan Kulit Punya Potensi Berkembang*.
- Lange, P. A. M. Van, Kruglanski, A. W., & Higgins, E. T. (2011). *Handbook of Theories of Social Psychology*.
- Larasati, A., Hati, S. R. H., & Safira, A. (2018). Religiusitas dan Pengetahuan Terhadap Sikap dan Intensi Konsumen Muslim untuk Membeli Produk Kosmetik Halal. *Esensi: Jurnal Bisnis dan Manajemen*, 8(2), 105–114. <https://doi.org/10.15408/ess.v8i2.7459>
- Mahyarni. (2013). Sebuah Kajian Historis tentang Perilaku. *Jurnal El-Riyasah*, 4(1), 13–23.
- Marketeers. (2016). *Indonesia Jadi Pasar Terbesar Produk Skincare*.
- Mukhtar, A., & Butt, M. (2012). Intention to Choose Halal Products: The Role of Religiosity. *Journal of Islamic Marketing*, 3(2), 108–120. <https://doi.org/10.1108/17590831211232519>
- Omar, K. M. (2012). The Direct Effects of Halal Product Actual Purchase Antecedents Among The International Muslim Consumers. *American Journal of Economics*, 87–92.
- Rahman, A. A., Asrarhaghighi, E., & Rahman, S. A. (2015). Consumer and Halal Cosmetic Product: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*, 6(1), 148–163.
- Ramdhani, N. (2016). Penyusunan Alat Pengukur Berbasis Theory of Planned Behavior. *Buletin Psikologi*, 19(2), 55–69. <https://doi.org/10.22146/bpsi.11557>
- Rinda Noviyanti, & Nuhasanah. (2019). FAKTOR YANG MEMPENGARUHI KOMPETENSI NELAYAN DI TELUK BANTEN: MENGGUNAKAN PARTIAL LEAST SQUARE- STRUCTURAL EQUATION MODELLING (PLS-SEM) Factors Influencing to The Fisherman ' s Competency in Banten Bay Using Partial Least Square-Structural Equation Mode. *Marine Fisheries*, 10(1), 33–44.
- Rohmatun, K. I., & Dewi, C. K. (2017). Pengaruh Pengetahuan Dan Religiusitas Terhadap Niat Beli Pada Kosmetik Halal Melalui Sikap. *Journal Ecodemica*, 1(1), 27–35.
- Sarwono, J. (2016). *Membuat Skripsi, Tesis dan Disertasi dengan Partial Least Square (PLS-SEM)*. Penerbit Andi.
- Sistem Registrasi Produk dan Regulasi Produk di Indonesia*. (2019).
- Suparno, C. (2014). *MEDIA EKONOMI DAN MANAJEMEN* Vol. 29 No. 1 Januari 2014. 29(1), 59–67.
- Tempo, K. (2020). *Perubahan Gaya Hidup Dorong Industri Kosmetik*.
- Wahyuningsih, I. (2018). Intensi Konsumen terhadap Kosmetik dan Produk Skincare Halal di Indonesia: Pendekatan Theory of Planned Behavior. *Journal of Economics and Business Aseanomics (JEBA)*, 3(1), 41–59.
- Wibowo, A. (2020). *Indonesian Skincare Ecommerce Market Trends*.
- Wijaya, C. (2019). *Produk halal: Dari kulkas hingga kosmetik, sertifikasi sebagai tren bisnis atau kapitalisasi agama?*